

Aarong's new outlet in Dhanmondi dubbed world's largest craft store

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Dhaka: Aarong, a leading fashion and lifestyle brand of the country, inaugurated its newest flagship outlet in Dhanmondi on March 7, dubbed as the world's largest craft store.

Spread across 60,000 square feet, encompassing eight floors, the outlet is architecturally designed to transform the nation's retail landscape and cement Bangladesh's standing as a global hub for artisanal excellence, as per a release.

During the inauguration, Tamara Abed, Managing Director, Brac Enterprises, said, "This groundbreaking destination store is a proud testament of Bangladesh moving boldly into the future. It embodies our mission to preserve and celebrate Bangladesh's rich artisanal heritage while delivering a world-class shopping experience. Every product tells a story, connecting our customers to the hands that create them. This

store marks a new era for Aarong and highlights this brand's ambitions for the global stage."



Tamara Abed, MD, Brac Enterprises, cutting a ribbon to inaugurate Aarong's new outlet in the capital's Dhanmondi area on March 7

The Dhanmondi flagship outlet is more than just a store; it is a statement of creativity, said the release, adding, the building's façade and interior speak to Aarong's commitment to uplifting local artistry.

As guests journey through each floor, they are treated to a series of art installations, including: a four-storied Nakshi Kantha, a clay pottery wall, and an alchemy made from copper and repurposed glass.

Every corner of the flagship outlet has been curated to delight shoppers, claimed the release. From the widest selection of handcrafted textiles to

exclusive artisanal décor, the store promises a world class experience, it further mentioned.

The children's wear section, in particular, features a forest-themed playpen—an interactive wonderland that will captivate young imaginations while allowing parents to browse in comfort.

At the pinnacle of this unprecedented retail adventure lies the Orange Parrot restaurant on the seventh floor, which will open by the end of the year. By serving Bangladeshi fusion cuisine, the dining destination will offer a culinary journey complete with sweeping views of Dhanmondi from its terrace.

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